

WELCOME TO THE #MONTHOFBIZLOVE!

Over the next 30 days, I'm going to challenge you every day to do something that will bring you closer to having a business you love (whether you're building it from scratch, or you need to fall more in love with the biz you have).

This workbook includes the challenges, along with questions that will help you apply those challenges to your own business. For a video lesson behind each challenge, check out each day's videos on YouTube. The challenge starts on May 24th, 2016, with a new video each day.

Whether you're reading this on May 23rd, or December 31st, it's never too late to work on your business and fall more in love with it!

I encourage you to take part of the community of biz-lovers and post your reply or reaction to each challenge on Instagram! Use the hashtag #monthofbizlove on your own photos, and then check out the other photos and comment and like them - you may just find a new biz friend or customer!

If you'd like to invite your friends to the do the challenge with you - send them to <http://taraswiger.com/monthofbizlove> at any time!

CHALLENGE 1: DEFINE YOUR DREAM BIZ

What would your dream business look like? In an ideal world, what would you do? What wouldn't you do? Identifying the BEST version of your business is the very first step to loving the one you have! It'll help you identify what you want to change and spot what you already have that's dreamy!

What would your dream business be like?

How would you spend most of your working time?

How many hours would you work?

How would you feel when you work?

What tasks or projects would you do?

What would you NOT do?

How much money would you like to make?

Total sales?

Profit?

#MONTHOFBIZLOVE:

On Instagram, post of a photo and tell us about your dream biz! You can share any of your answers to the above questions or just a sentence or two about what you're working towards.

CHALLENGE 2: IDENTIFY YOUR MISSION

WHY do you want the dream business? What are you hoping it'll bring into your life?
Why do you do what you do?

I've found that most people's missions are two-fold: There's the internal mission (what YOU want to get out of it) and your external mission (what you want to do or offer the world). The Internal Mission is often what drives us to build a business and spend our time, while the External Mission is what our customers care about and invest in.

It's OK if you can only come up with one half of your Mission - just keep thinking about it over the next month!

What do you hope to get out of your business?

(ie, Why isn't just a hobby, why are you trying to make it profitable?)*

What would your dream business bring into your life?

What would it take OUT of your life?

(ie, a soul-sucking job, a commute, etc.)

Your Internal Mission for your business:

What do you want your business (or art or craft) to bring into the buyer's life?

How are you helping the buyer or making her life easier or better?

What do happy customers say about your work?

Your External Mission for your business:

*Is it a hobby or a business? Watch this video to find out.

#MONTHOFBIZLOVE:

On Instagram, post of a photo and tell us about your Mission! You can share both the Internal and External Mission or, if your Instagram is focused on your business, you can just express the External Mission. Customers love to hear this!

CHALLENGE 3: ORIENT YOURSELF IN THE BUSINESS YOU HAVE NOW.

Knowing where you want to go is important, but you also need to know where you're starting!

What business do you have right now?

How do you spend your time in your business now?

(You can make a list, or a pie chart!)

How many hours a week (or day) do you work on your business?

How do you feel when you....

Make product?

Do marketing stuff?

Do admin stuff?

What projects are you working on?

(or have you recently worked on)

How much in sales have you made in the last month (or year)?

*How much of that was profit?**

**Not sure about this? We'll talk about knowing your numbers later in the challenge!*

What was the most recent goal you set and reached?

What do you feel needs work in your business?

What do you care about fixing MOST in your business right now?

(Either because it's the biggest source of pain, or because it feels like the key to improving other things.)

#MONTHOFBIZLOVE:

On Instagram, post of a photo and tell us about your current business! Remember - you can always share as much or as little as you're comfortable with. Be honest with yourself in the workbook, and then decide what you want to share online.

CHALLENGE 4: GET YOUR MINDSET RIGHT.

I've discussed the importance of the right mindset in this episode of the podcast. Science backs it up - you need to believe that you can grow or change in order to take the steps to grow and change!

DO YOU HAVE A GROWTH MINDSET?

You can [take this quiz](#) (developed by the mindset researcher) to find out!

Take the quiz and then come back here and write down what you learned from the quiz or from listening to the episode.

I have a _____ mindset.

I would like to become growth-minded in the area of:

I realize that....

I've learned that...

I can see how my business has been impacted by my mindset in the following way...

#MONTHOFBIZLOVE:

On Instagram, post of a photo and tell us what you've learned about mindset. How has your growth (or fixed!) mindset impacted your biz journey so far?

CHALLENGE 5: IDENTIFY WHAT KIND OF GOAL YOU NEED NOW.

In order to move forward to a biz you love, you need to set a specific way of measuring that movement; in other words, a goal.

THERE ARE THREE TYPES OF GOALS:

A Difficult Goal

Where you try to achieve something very specific and challenging. This is the kind of goal that is so big, you're likely to fail at it. Studies show that if you're already stressed out, this kind of goal may simply add to your stress or cause you to doubt your ability and result in your not acting on it. In other cases, a difficult goal can be motivating.

A Do Your Best Goal

Where you simply endeavour to put forth your best effort, with no specific measurements (this is the kind of goal many new business owners set). These goals can alleviate performance anxiety, but they aren't particularly motivating.

A Strategy goal

Where you are determined to discover and master strategies that will help you be successful. Instead of focusing on a specific outcome or just doing your best, you identify what you need to learn and improve and you endeavor to use those skills to reach your desired outcome.

In cases where you feel extremely stressed or under threat (e.x., "I'm not going to be able to pay rent if I don't make this business succeed!"), a Strategy goal has been identified to have the best outcomes and increase resilience.* They are especially helpful if you don't have complete control over the final outcome. If you aren't under a great deal of stress, a difficult goal leads to more persistence and feelings of success. (You have to work harder to reach a difficult goal, which leads to a greater sense of accomplishment.)

What does it all mean? Only YOU know what you need right now!

What kind of goal do you need right now?

#MONTHOFBIZLOVE:

On Instagram, post of a photo and tell us about what you learned or what kind of goal you need right now!

(We'll set a goal in a few days, but if one comes to you now, write it down!)

Resources:

The description of the three types of goals come from page 150 of *SuperBetter* by Jane McGonigal.

The research is based on Locke, E. A., & Latham, G. P. (2006). New Directions in Goal-Setting Theory. *Current Directions in Psychological Science*, 15(5), 265-268. Retrieved from <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.553.1396&rep=rep1&type=pdf>

CHALLENGE 6: REVIEW YOUR MONTH!

We'll be doing this challenge on the last day of the month, so if you're doing this on a different schedule, you can come back to it at the end of the month!

It's vital to see where you want to go, where you've been, and what has worked very recently. We'll be using what you identify here in future challenges!

What went really well in your business last month?

What didn't go as planned?

What did you learn?

What goal did you reach last month?

What do you want to celebrate?

How much did you make in sales? \$_____

How does that compare to your goal?

What caused the difference?

What might you try differently next month?

#MONTHOFBIZLOVE:

On Instagram, post of a photo and tell us about what you want to celebrate from the last month! You can be as specific as you like.

CHALLENGE 7: SET YOUR GOAL!

Now that you know where you want to go (your dream business) and where you are and what kind of goal you need right now, it's time to set a goal!

Look at what you want in your business, and where you are right now. I bet you see a lot of space between the two (goal researchers call this "discrepancy-creating" - it's a good thing!). If the dream business seems VERY far off (more than a year or two), you may need to first break it down into smaller chunks:

What would your dream biz look like in the next year?

What could you do that's 1/4 of that? How can you break that into a timeline?

(ex., if you eventually want your biz to make \$100,000 in sales/year, you could start by aiming to make \$20,000 or \$50,000 this year - and then break that down into quarters. But don't get hung up on sales numbers; you could also set a goal based on the size of your email list, how many press mentions you've gotten, scaling back (or up) your working hours, or landing a specific deal.)

How can you re-write that goal into a measurable outcome you can work toward in the next 1-3 months?

(ex., By the end of this quarter I will have 1,000 newsletter subscribers or my product will be featured on a major industry blog.)

This is your goal!

How this helps you love your biz:

If you've been struggling with either motivation (actually doing what you want to do) or with feeling like you're never doing enough, you likely need a better or new goal. The more specific you are about what it is you need to do NEXT, the easier it'll be to get to work. It'll also be easier to acknowledge your successes and what needs to change. If you want to now break this goal into do-able actions that you work on each week, check out the [Map Making Guide](#).

#MONTHOFBIZLOVE:

On Instagram, post of a photo and share your goal! What are you working towards? (If you set a sales goal and you're not comfortable talking about money, talk about some aspect of the goal instead.)

CHALLENGE 8: FIND THE FUN IN YOUR BIZ

A key to continuing to work on your business without exhausting your willpower is to do it because it's FUN. And good news: it's easy to change how you feel about a task, by simply reframing it as something fun.*

One easy way to reframe something is to ask yourself the question: "What's fun about this?" (If you can't spot the fun, ask "What's enjoyable?" "What's exciting?")

What's fun in your business?

What do you enjoy about your business?

Now think about the goal you set:

What's fun about it?

What are you excited about, when you think about reaching the goal?

Now think about something you need to do TODAY in your biz:

How could you make it fun?

How could you make it more enjoyable?

Whenever you have a task you're not looking forward to, remember to ask yourself this!

#MONTHOFBIZLOVE:

On Instagram, post of a photo of something fun and tell us the most-fun thing about your business!

*Locke, E. A., & Latham, G. P. (2006). New Directions in Goal-Setting Theory. *Current Directions in Psychological Science*, 15(5), 265-268. Retrieved from <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.553.1396&rep=rep1&type=pdf>

CHALLENGE 9: WHAT TINY ACTION MAKES YOU FEEL AMAZING? POWER UP!

Here's the truth: Not every task in your business is going to be fun. But instead of letting it bum you out (which kills your momentum and slows you down), bring your own fun into each workday. In video games, these are called Power-Ups: the tiny things you do to build resilience, skills, and power! (In your biz, your "power" might be more focus, enthusiasm, or clear-thinking.) In today's video, I'll be sharing my own power-ups and suggesting power-ups for you!

List at least 10 things you can do to power up throughout the day (try to include mental, emotional, social, and physical power-ups!).

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

#MONTHOFBIZLOVE:

First, DO a power-up! Then, snap a picture and share it on Instagram! Tell us what your favorite power ups are.

CHALLENGE 10: CELEBRATE THIS WEEK'S SUCCESS!

We'll be talking about this more in a future Challenge, but for now I want you to get used to celebrating your successes!

Write down absolutely EVERYTHING (at least 5!) that went well this week, that you accomplished, or that had a positive result:

1.

2.

3.

4.

5.

#MONTHOFBIZLOVE:

If you can, snap a photo of one of your successes! Or just share a photo that shows you celebrating (or how you'd like to celebrate!). Share it on Instagram and tell us what you're celebrating this week!

(Yes, it may feel awkward to announce your own successes. But it's extremely good for your self-efficacy (your belief that you are capable of things) and despite what you might fear, it increases social bonds. We want to celebrate with you!)

CHALLENGE 11: COME UP WITH QUESTS

Now that you know your goal, you know how to fun-frame the less-fun aspects of your work, it's time to choose some actions!

In the book *SuperBetter*, the author refers to these small do-able moving-forward actions as quests, and I like how adventurous that sounds!

Today you're just going to identify some quests and tomorrow we'll start DOING them.

What is ONE thing you could do in the next 24 hours that would move you closer to the goal you set?

(This might be a one-time thing, or a repetitive task that you want to become consistent with.)

What are 5 more things you could do in a 24 hour period that would move you closer to your goal?

1.

2.

3.

4.

5.

#MONTHOFBIZLOVE:

On Instagram, share a photo and tell us your quest ideas! Be sure to click on the hashtag after you've posted and look at your fellow biz-lovers' quests to get more ideas!

CHALLENGE 12 GO ON A QUEST!

Yep! Now it's time to go on one of your quests. Pick something from yesterday's list and commit to doing it in the next 24 hours.

Write it down here:

By _____ (time) I will

Snap a picture during your quest, then come back here and write down anything you learned or any power-ups you did during the quest.

How this helps you love your biz:

One of the main reasons people don't love their biz is that they feel bad or inadequate about what they do (or don't do) in their business. By taking goal-oriented action, you're going to increase your confidence and learn something about your business, and that usually results in you liking your biz a bit more. (Even if you learn that the quest isn't what you thought or doesn't yield the results you wanted - taking action and learning from it is key to really knowing your business and then building what you want.)

#MONTHOFBIZLOVE:

If you can, snap a photo during your quest! Or just share a photo that relates to your quest on Instagram. Tell us what you did and how it went!

CHALLENGE 13: PRIORITIZE YOUR WEEK

Now that you've got several ideas for what you CAN do to move forward on your goal, it's time to prioritize - what matters most?

I often find that when someone's business isn't what they want (growing too slowly, full of boring tasks, etc.), it's because they aren't prioritizing what really matters to THEM. So keeping your goal at the front of your mind, I want you to look at how you spent time last week or how you intend to spend time this week.

What are the actions that are most related to achieving your goal?

What actions are directly related to keeping current customers happy? (A priority for everyone!)

What do you do that's not a priority?

What ONE thing do you want to do this week to move toward your goal?

#MONTHOFBIZLOVE:

On instagram, share a photo and tell us what your priority is for this week!

CHALLENGE 14: IDENTIFY THE OBSTACLES

One of the key skills in accomplishing your goals (and having a business you want!) is **Psychological Flexibility***. That means that you can handle challenges, obstacles and failure, without giving up. There are lots of ways to build this flexibility, but one of the easiest is to prepare for those obstacles.

So that's what we're going to do! I know obstacles don't sound fun, but coming up with ways to defeat the obstacles now will make your life easier in the future!

As you've been working on quests or making progress on your goal, what has stopped you, confused you, or frustrated you?

(This is an obstacle!)

Why haven't you worked towards this goal before? What were you afraid of happening?

(Either this is a real obstacle, or your fear of this result is an obstacle.)

What do you think might come up that would derail you?

Now pick an obstacle from your list above:

What is one way you could avoid this?

What is one way you could work around this?

What is one way you could work WITH the obstacle? If it happens, what could you do to keep moving forward?

There you go! Now you know what obstacles you might face, so that you won't be ambushed by them AND you have some strategies for handling them! (You can come up with strategies for every single obstacle, if you like!)

BONUS:

If you want to make it more fun, name the obstacles! In today's [video lesson](#), I'm sharing the goofy names for my obstacles.

#MONTHOFBIZLOVE:

On Instagram, share a photo and tell us what one of your obstacles (or strategies for defeating it) is! Remember: your followers often have the same obstacles!

*More on Psychological Flexibility: [Psychological Flexibility as a Fundamental Aspect of Health](#)

CHALLENGE 15: CHALLENGE VS. THREAT MINDSET

Are you moving towards a positive outcome? Or away from a negative one? [Years of study show](#) that how you approach a challenge can impact how you react both mentally and physically. Researchers refer to this as the difference between a threat mindset and a challenge mindset.

A *threat mindset* focuses on the potential for risk, danger, and harm. In it, you focus on avoiding a negative outcome, instead of creating a positive outcome.

A *challenge mindset* focuses on the opportunity for growth and positive outcomes. Even though you acknowledge that the bad stuff might happen, you feel realistically optimistic that you can learn or grow and create the best possible outcome.

A challenge mindset makes it more likely you're going to find the resources you need and end up with a positive outcome.

OUR GOAL IS TO MOVE YOUR FEELINGS ABOUT YOUR BUSINESS (AND OBSTACLES) FROM A THREAT MINDSET TO A CHALLENGE MINDSET.

One easy way to start the shift is to ask yourself, "What's the best that could happen?" This shifts your focus from all that could go wrong, to all that could result if you do your best.

What's the best that could happen in the next 3 months if your biz succeeds?

What's the best that could happen if you meet and overcome one of the obstacles you identified?

#MONTHOFBIZLOVE:

On Instagram, tell us about your own mindset or what's the best that could happen if you continue to work on your goal and Mission?

CHALLENGE 16 IDENTIFY YOUR STRENGTHS

Studies show that when people identified a 3 month goal and then made a list of their character strengths and applied them to the goal, they were significantly more likely to achieve it.

Let's do it! What are your character strengths?

The studies focused on [these particular 24 traits](#). You can choose your own strengths [from the list](#) (go with your gut!) or you can take [this quiz](#) to identify them. (The quiz is free, but you do have to "register" with your email address. I took it and my strengths were almost exactly what I chose from the list.)

Write your Top 5 Strengths:

1.

2.

3.

4.

5.

How can you apply these strengths as you work on your goal or quests?

(List at least 1 idea for each strength!)

1.

2.

3.

4.

5.

#MONTHOFBIZLOVE:

On Instagram, tell us about one of your strengths and try to capture it in a photo!

CHALLENGE 17 CELEBRATE! WHAT CAUSED ONE OF YOUR SUCCESSES THIS WEEK?

Yep, it's time to celebrate again!

But instead of just identifying what went well, let's look at WHY.

What did you accomplish this week? (List it all, big and small!)

What are you proud of?

Pick one thing you are particularly thrilled with:

What contributed to this success?

How did you feel when you accomplished it (or realized it was a success)?

What did you learn from this success?

#MONTHOFBIZLOVE:

On instagram, tell us about your successes! What caused them?

CHALLENGE 18: GET ALLIES AND ACCOUNTABILITY

While your challenge and goal is your own, you can't do it alone. Whether it's a late night pep talk, or regular accountability so you take the action you want - you need allies, friends and community.

Depending on how you react to expectations, you may need a little, or you may need a lot. Find out your accountability needs by identifying your tendency with [this quiz](#) (I talk more about the quiz in [this podcast episode](#) and I suggest [specific solutions in this one](#)), and then come back here and answer the questions:

What's your tendency?

Do you need someone holding you accountable?

Do you currently have that support?

If not, who do you already know who could provide this for you?*

Who could you share your business adventures with? Who would be happy to hear about it?

Who could you go to for advice or feedback?

What ONE thing can you do today to reach out to one of the above people?

#MONTHOFBIZLOVE:

On Instagram, tell us about your tendency or tell us about one of your allies! Share a picture and love them up!

*Don't know anyone who could provide accountability, support, or feedback? You're not alone! This is exactly why I built the Starship, which provides Accountability Partners, feedback and weekly encouragement! It only opens a few times a year, but you can sign up to learn more [here](#).

CHALLENGE 19: JUST SAY “NO”

Really.

In order to reach your business goals, you are probably going to have cut back on the other stuff you're doing. Stuff you don't want to do, but feel obligated to do it anyway.

Well, it's time to clear that out (or at least get ready to)!

What do you want to say “no” to?

What's stops you from saying no?

How could you overcome that obstacle?

What would you be saying “yes” to, by saying “no” to this?

When will you say no?

After you've done it, come back here and write about it: How'd it go?

#MONTHOFBIZLOVE:

On Instagram, tell us what you need to say “no” to or (if it's too private), tell us how saying “yes” to the wrong things make you feel, or what you'd rather say a BIG YES to!

PS. I did a whole series on this a few years ago, so if you'd like some scripts for how to say no, you can download [the workbook for it here](#). (PDF)

CHALLENGE 20: PERMISSION: YOU DON'T HAVE TO DO IT ALL

Something that goes with saying NO is recognizing that you do not have to do it all.

In fact, if you DO try to do it all... you won't do what matters.

So today, just identify one thing you are giving yourself permission not to do.

OFFICIAL PERMISSION SLIP

I, _____, HAVE OFFICIAL
PERMISSION NOT TO DO _____
TODAY

#MONTHOFBIZLOVE:

On Instagram, take a picture of your Official Permission Slip and tell us what you are giving yourself permission not to do! Or if you're brave, take a photo of the unwashed dishes or unanswered emails. :)

CHALLENGE 21: MISSION -> STRATEGY -> TACTICS

Remember how we talked about your Mission back in Challenge 3? Your Mission impacts your Strategy which identifies your Tactics. ([More on that here.](#)) You've already chosen (and worked on!) a goal, which is part of your strategy, but today let's look at everything else in your business - how does it line up?

List everything you do in your business:

*Next to each item, write about how it is in alignment with your Mission
(if it's not, highlight it - you may need to let it go!).*

As you look at your list (which is likely full of tactics), can you see a bigger Strategy?

If so, identify it here:

(If not, we're going to talk about that for the rest of the challenge!)

#MONTHOFBIZLOVE:

On Instagram, tell us what your Mission is and how one thing you do (perhaps Instagram!) is in alignment with that!

CHALLENGE 22: HOW ARE YOUR FOUNDATIONS?

Listen [in to today's lesson](#) to learn more about your foundations. As you listen, make a note of how you feel about each Foundation:

Your Mission

Your Numbers

Your Message

Your Time

What do you want to fix?

#MONTHOFBIZLOVE:

On Instagram, tell us either what foundation needs the most work or is the healthiest!

CHALLENGE 23: KNOW YOUR NUMBERS

Do you know your numbers?

Do you have a monthly system for collecting them and looking at them?

If you know your numbers, let's do a quick check:

How much did you have in gross sales last month?

How much did you make in profit?

Did you pay yourself?

If not, but you made a profit, what did you spend that profit on?

How far are you from your sales goal?

From your profit goal?

#MONTHOFBIZLOVE:

On Instagram, tell us how you feel about your numbers!

PS. We go through ALL of the equations you need to know for your numbers (including how to get a fair price) in the class Pay Yourself, which is currently only available in [Lift Off.](#)

CHALLENGE 24: IDENTIFY YOUR MESSAGE

One of the foundations of a healthy business is effectively sharing your work with the world. What you say when you share that work is your message.

What's your message? (Ie, what do you say about your work?)*

Do you feel comfortable sharing it?

Where/how do you share it?

How could you become more effective at sharing it?

#MONTHOFBIZLOVE:

On Instagram, share your message with us! This could be a straight up "this is what I make and this is how to get it." If you're not currently doing that on Instagram, this is a great way to practice!

**Don't know your message? You're not alone! This is what we cover in Craft Your Marketing, which is also included in [Lift Off](#).*

CHALLENGE 25: LOVE YOUR PEOPLE

The heart of your business is your people - those fans and buyers of your work. Loving them up and connecting with them is one of the fastest ways to feel awesome about your business!

Who is your absolute best customer?

Who is a recent customer that you appreciate?

What is particularly awesome about the buyers you've met? Describe their most fabulous qualities!

What could you do to show one of them your love and appreciation?

What could you do to show your next customer your love?

#MONTHOFBIZLOVE:

On Instagram, tell us about your people! How fabulous are they? What do you want to do for them?

CHALLENGE 26: CHOOSE YOUR TOOLS

Remember how you don't have to do everything? When it comes to sharing your work, you only need to use the tools that make sense for you and your people and your product.

What tools are you using now? (Circle the ones that apply)

Craft shows

Facebook

Selling at shops

Instagram

Selling at galleries

Pinterest

My own website

(this means you pin your own stuff and/or you create pinnable images for your blog)

Email list

YouTube

Etsy shop

Podcast

Some other shop, like Ravelry,
Amazon, etc

Periscope

Twitter

Other (list it!)

Of those tools, where are you most consistently sharing your message effectively?

#MONTHOFBIZLOVE:

On Instagram, tell us about your favorite tool! How are you rocking it? Why do you love it?

CHALLENGE 27: WHAT'S IN ALIGNMENT WITH YOUR MISSION?

Over the last few days we've been looking at sharing your message and your tools, but it's time to look at your goal and your mission and re-prioritize.

Based on your goals and mission, what's your priority for this week?

(What 1-3 things do you want to accomplish?)

How do your current tools rank in priority?

What are you committed to being consistent with?

What does consistent mean for you and your people?

#MONTHOFBIZLOVE:

On Instagram, tell us about your priorities! What are you working on this week?

CHALLENGE 28 CHOOSE TACTICS WISELY

Remember Mission -> Strategy -> Tactics? We've talked about your mission, your goals, and some strategies (ie, building your foundations), so it's time to look at tactics. ([Get a refresher here.](#))

There are a million tactics in the world - your job is to find the ones that work for you and your people and your product.

What tactics do you currently use with your favorite (most prioritized) tool?

(I.e., how do you actually use it from week to week?)

What tactics would you like to learn?

What tactics aren't really working for you?

#MONTHOFBIZLOVE:

On Instagram, tell us about your favorite tactics! Why do you love them?

CHALLENGE 29: LET GO OF EVERYTHING ELSE

Yep, let go of everything that isn't serving you. Everything that isn't what you've prioritized. Everything that isn't fun or profitable or in alignment with your Mission.

This is the absolute best way to feel awesome about your business - stop spending your time doing things that feel awful. (We usually feel awful about the ineffective, unprofitable, time-wasting things.)

So list everything that you may need to let go of here:

{To get ideas, look back at the challenges about prioritization (#13), permission (#20), and saying no(#19).}

#MONTHOFBIZLOVE:

What are you letting go of? Come tell us on Instagram!

CHALLENGE 30: DO MORE OF WHAT'S WORKING (LESS OF WHAT'S NOT)

What's working really well in your business? This is the absolute easiest way to improve your business - look at what's working and do more of it!

What's working in your business right now?

What's easy?

What's profitable?

What's working as you work towards your goal?

#MONTHOFBIZLOVE:

On Instagram, tell us what's working well!

CHALLENGE 31: PUT IT ALL TOGETHER

I have asked you to do a LOT of big picture thinking and prioritizing about your business this month. Now it's time to put it all together!

What did you learn this month?

What do you want to do again next month?

What do you want to carry forward with you?

What is one action that you wanted to do and haven't done yet?

Set a date! When will you do it?

#MONTHOFBIZLOVE

Yay! Come celebrate finishing the month on Instagram!

If you want to build more of the foundations and set more goals this year, check out [Lift Off](#), which walks you through creating the foundations of Mission, Profitability, Marketing and Time Management through weekly lessons and worksheets just like you've enjoyed here!

ABOUT THE AUTHOR

Tara Swiger helps makers and artists become their own best business expert. She does this through her weekly podcast for creative business owners, Explore Your Enthusiasm, through weekly emails ([sign up here!](#)) and through in-person and online workshops. Her book, [Market Yourself](#), is a system for creating a marketing plan for a handmade business, and was published by Cooperative Press in 2012.

Her popular community, The Starship, has over 100 members and opens to new Captains just a few times a year. It's includes year-long access to a community where you can ask your questions 24/7, the Accountability Partner Program, and access to every one of Tara's classes. [Sign up here to learn more and be notified when it opens again.](#)

Lift Off is a six month program that walks members through building the foundations of their business via weekly lessons and monthly Q+As. Lessons include video, audio, transcripts and workbooks. [Sign up here to learn more.](#)